Reaching out to complain-y people

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to contact the people you found

- **#1 Twitter**

  - Create an account if you don't have one
  - You can either message or tweet at the people you listed out earlier
  - You can only direct message people who follow you
  - Reply to their complaining tweet
  - If you mention their @name in the reply, they will get 2 notifications instead of one
  - The reply will be public, so other people will see it too
  - In your tweet, connect their problem to a solution in order to convince them to check out your stuff

- **#2 Reddit**

  - It's better to direct message them because there's a higher chance that they respond
  - The key on Reddit is timing, you need to move quickly
  - Be helpful and conversational, not sales-y

- **#3 Google**

  - You can find people complaining on different sites and platforms, which may or may not allow direct communication

- Quora.com - you can reply & direct message
- Meetup.com - you can participate on the threads
- Blogs - post in the comments or find the email addresses of the people who posted

- Any niche forum can be useful, you just need to sign up in order to be able to post